



Permit #F00030714-B

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00030714-B

Type of Permit: FILMING

Release Date: 08/30/2010

Production Company EI ENTERTAINMENT TELEVISION

Producer Sal Ruggiero

Insured Company Name EI ENTERTAINMENT TELEVISION

Director Sal Ruggiero

Contact Phone No. 1 323-954-2400

1st AD Sal Ruggiero

Contact Phone No. 2 323-692-4597

Fax 323-954-2880

Production Manager Sal Ruggiero

Address 5750 WILSHIRE BLVD

FilmL.A. Coordinator Hans Groszkruger

LOS ANGELES, California 90036

Production Title HOW DO I LOOK

Location Manager Sal Ruggiero

Type of Production TV Reality

Primary Phone Mobile - 323-549-6264

Secondary Phone Office - 818-481-7581

Location Assistant Sal Ruggiero

Primary Phone Mobile - 323-549-6264

Secondary Phone

Fees

LA COUNTY - BEACH USE \$400.00

Total Permit Fee \$500.00

FILMLA FILM PERMIT RIDER FEE \$100.00

Number of Locations 1



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Summary Information**Location****Location 1 of 1****Page 1 of 1**

Permit Number	F00030714-B	Location Manager	Sal Ruggiero
Production Company	E! ENTERTAINMENT TELEVISION	Primary Phone	Mobile - 323-549-6264
Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Office - 818-481-7581
Production Title	HOW DO I LOOK		

Location Address 17700 Pacific Coast Hwy, Los Angeles, CA, 90272

Location Name WILL ROGERS STATE BEACH

Location Type Beach

Location Description LA COUNTY BEACH

Film Dates 8/31/2010 - 8/31/2010 08:00 - 09:30

Open or Closed to the Public Open

Generic Conditions All Vehicles must be parked legally.
Must comply with attached Beaches and Harbors Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No Parking in handicap spaces at anytime.

Please see attached documents BEACHES and HARBORS WILL ROGERS BEACH CONDITIONS Dec 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf

Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	Cast/Crew vehicles	6		Cast	1
				Crew	5

Filming Activities Exterior MOS; Handheld equipment;

Jurisdiction **Political:** Los Angeles City - Council District 11

Police: Los Angeles Police Department

Fire: Los Angeles City

Thomas Guide **Page:** 630

Grid: H6

Location Notes No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

Approvals LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

Marisol Camey

Coordinator Note TOWER 5 AND 6. NO WATER ACTIVITY

Coordinator Note Hand cart equipment only. No vehicles on the sand

Coordinator Note RIDER "B" ADDS LOCATION

Parking **Base Camp**
Location Type : Location

Crew Parking
Location Type : Location

Special Filming Conditions for Los Angeles County Beaches

WILL ROGERS STATE BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date. Sign removal in LA County parking lots is prohibited.
- **Lifeguard towers must be indicated on permit.**
- No catering or craft services allowed on pedestrian walkways or bike path.
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time.**
- **NO DRIVING SCENES ON SAND.**
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated.
Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement and time. Maintenance also requires 24 hour notice to be hired. A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **When utilizing beach in front of Gladstone's, companies must also contact Gladstone's (310) 459-9746**
- **All equipment must be 10 feet from bike path. Companies must fly cables over bike path.**
- No filming at Lifeguard tower #4
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**

PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**
- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).
- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.
- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.
- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.
- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).
- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.
- A parking contract does not constitute a film permit.